Broadcasting Feb 4

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Networks prepare for battle on the home front; February sweeps

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Chasing debtors; Credit managers face old, new problems collecting bills

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RAB unveils marketing plan; nuclear attack report elicits FCC investigation

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Religious broadcasters aim to fight reregulation, expand abroad

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Vol. 120 No. 5

DAB'S DAY IN THE SUN
Revolutionary radio system wins endorsement by NAB

THIS WEEK

15 / HERE COMES DAB

The prospect of a new radio medium taking the place of today's AM and FM sprang virtually full-blown from NAB's annual winter board meeting in Naples, Fla. The association not only has endorsed the concept of digital audio broadcasting (DAB) but wants to become a proponent and North American licensee of a leading format (Eureka 147). It may be the blueprint for radio's future.

16 / STATUS QUO

NAB's television board was less adventurous, reaffirming what everyone knew: it wants must carry and must pay and remains leery of telco entry. But it has agreed to talk with telcos, and has charged the staff with opening doors.

18 / PRIORITIES

Senate Commerce Committee Chairman Ernest Hollings is calling for a "broad look" at communications policy. Commerce will focus on communications issues during the 102nd Congress, he said, adding that he wants to "sit down" with FCC Chairman Al Sikes and the committee's John Danforth to see "where we can work together."

19 / OVERRIDING WAR COVERAGE

A majority of the nation's TV stations are expected to reduce their coverage of the Persian Gulf war as they enter the February sweeps period. But stations are also prepared to increase coverage on a day-by-day basis if they believe developments in the region warrant more attention.

ABC NEWS PHOTO

Scenes from war (page 19).

20 / OPTIONS EXERCISED

After a two-week delay, network advertisers for the most part exercised options on their second quarter upfront buys. While it was not as bad as expected, advertisers are said to have cancelled between 20% to 25% of the 50% of buys that could have been cancelled without penalty. Last year, only 10% to 15% was cut in the second quarter. The massive preemptions for war coverage, which, according to one estimate, have cost the networks between $30 million and $40 million, are not expected to fill a whole lot of inventory.

22 / TAKING SIDES ON CHILDREN'S TV ACT

At least 56 companies and associations commented to the FCC on the details of the Children's Television Act of 1990. Those from broadcasters and public interest groups differ radically on basic definitions, and most say that operators are liable for cable network violations.

23 / FEBRUARY SWEEPS

ABC, CBS and NBC are each heading into this month's sweeps period with high-profile programing, including two-night mini-series and a list of made-for-television movies. Fox, meanwhile, will not preempt its regular series schedule during the ratings month. It is, however, presenting special star-studded versions of its regular shows.

25 / COLORIZED VERSION

Koch Communications will launch a 26-title package of colorized films—many of which are in the public domain—that the company will market to independent and affiliate stations for prime time and early and late fringe time periods.

27 / RAB MSC REPORT

Attendance at the RAB's 11th annual Managing Sales Conference in Nashville was down from 1990, but

The Redgrave sisters in ABC's *What Ever Happened to Baby Jane?* (page 23).

those sales managers who made the trip generally agreed the seminars and forums were of practical value. Former Gannett Co. chairman and USA Today founder Allen Neuharth revealed the secrets of his success—learning how to fail—while Motel 6 spokesman/NPR commentator Tom Bodett revealed the common-sense secrets of developing a successful radio ad campaign. Also, RAB and The Richards Group of Dallas unveiled a multi-tiered Radio Marketing Plan for the '90s that includes a series of radio spots and trade magazine print ads.

29 / FALSE ALARM

A KSHE(FM) St. Louis morning personality aired a report, complete with sounds of bombs exploding and a simulated Emergency Broadcasting System tone, that the United States was under nuclear attack last week, prompting calls from listeners and an FCC investigation into the broadcast.

30 / NPR WAR COVERAGE

The National Public Radio board of directors has voted to seek $750,000 in voluntary funds from its member stations to continue its expanded coverage of the Persian Gulf War.

31 / SO FAR, SO GOOD

The first Scientific-Atlanta interdiction units are being strung in Jones Intercable's rebuild in Elgin, Ill., and so far, Jones says it is "very pleased" with the results.

32 / THINKING BEYOND CABLE

As part of an effort to free her Think Entertainment to produce for venues other than cable, Shelley Duvall has bought out her Tele-Communications Inc., United Artists Entertainment and Newhouse Broadcasting partners' share in the production company, and may have the first of her network projects broadcast by next fall.

President Bush addresses NRB in Washington (page 43).

34 / PAST DUE

Credit managers and controllers in the broadcast/cable world are facing more late payments than usual as the recession starts to take a toll on advertisers and agencies. Some resort to collection agencies when bills are more than three months late; others fear that approach could alienate long-standing clients. Stations are starting to do more investigations before signing a new client. Other problems facing credit managers include agency/advertiser liability. There is no one rule as to who is liable when a payment is missed, and since much of the business is still done without signed contracts, a standard is needed.

36 / UK CABLE HOPES

Britain's cable industry, despite tremendous potential, remains hampered by tight financing and slower-than-anticipated system startups.

39 / REDUCED INTERNATIONAL BEAT

CBS News anchor Dan Rather, speaking at the Alfred I. duPont-Columbia University Forum in New York, lashed out against news divisions for cutting back on international coverage, adding that events in the Persian Gulf might have been altered had more correspondents been reporting from the region earlier in the crisis.

43 / ONWARD

Celebrating its 48th anniversary, the National Religious Broadcasters Association convened in Washington last week to hear President Bush extol the morality of the war against Saddam Hussein and to hear its own leaders proclaim the readiness of Christian broadcasters to police their own and to fight government regulation at home and to expand their services abroad.

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pating some improvement in the business after this year, Koch will release a "minimum of six" films in the package in 1992.

"Realistically, we have to deliver 85% station coverage and then find advertisers that make some sense to us. The networks are cutting rates to $2 household CPM's [cost per thousand viewers]. We need $4 household CPM's and $9 to $9.50 for women, 18-49."

According to Koch, Tintoretto can colorize the movies in the package for approximately $200,000 each, and will start colorizing the films in March or April. -SM

CABLE SUBSTITUTE

United Video Inc., satellite carrier of superstation WGN-TV Chicago, is carrying *Under 18...Not Admitted*, a half-hour first-run dance strip for cable systems that have to black out WGN-TV to meet FCC syndication exclusivity rules that certain broadcast stations have been granted for syndicated programing in their markets. A UVI spokesman said the program is the first show to be produced specifically to fill syndex blackout gaps, and that *Flip* magazine is underwriting the production of the 20 initial episodes of *Under 18* to be produced by On-Air Productions, Fort Lauderdale, Fla. Hosts are Alan Hunter (formerly a VJ with MTV) and Linda Energy (formerly a DJ with WPLJ[FM] New York). Instead of carrying WGN-TV's signal, UVI is transmitting *Under 18* on the station's transponder to cable operators Monday-Friday at 6:30 p.m. ET (blacking out *Perfect Strangers*).

RATINGS ROUNDUP

Week 19 **NTI Network Prime Report for week of Jan. 21-27**

1st column tells rank, 2nd column tells position compared to last week, ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast, 3rd column tells rating, 4th column tells network, 5th column tells show.

1		41.8/63	A	Super Bowl XXV
2		31.7/54	A	Super Bowl Kick-Off
3		25.7/39	A	Super Bowl Postgame
4		21.1/31	N	Cheers
5	▼	19.4/27	A	Roseanne
6		18.9/27	C	Murphy Brown
7	▲	18.4/31	N	Empty Nest
8	▲	18.2/31	N	Golden Girls
9	▲	17.5/28	A	Full House
10		16.9/25	N	Cosby Show
10	▲	16.9/24	A	Coach
12		16.7/25	N	Unsolved Mysteries
13	▲	16.5/24	C	Major Dad
14	▲	16.0/23	C	Rescue: 911
15		15.9/24	C	Good Sports Spec.
16		15.5/25	C	Lonesome Dove, Pt. 3
16		15.5/25	A	Davis Rules Spec.
18		15.4/24	C	Lonesome Dove, Pt. 4
19		14.9/21	A	Family Matters Spec.
19		14.9/22	N	Wings
19		14.9/23	A	Wonder Years
22	▼	14.8/21	N	Matlock
22	▼	14.8/22	A	Who's the Boss?
24		14.6/22	A	Doogie Howser, M.D.
25	▲	14.5/21	C	Evening Shade
26		14.4/22	A	Growing Pains
27	▲	14.1/25	N	Carol & Company
27	▲	14.1/21	F	The Simpsons
29		13.7/21	C	Lonesome Dove, Pt. 2
29		13.7/20	N	Night Court
31	▼	13.3/20	N	Fresh Prince Of Bel Air
32		13.3/21	C	War In The Gulf-Mon.
32		13.2/22	C	War In The Gulf-Fri.
34		12.6/20	A	New Kids Block: Disney
34	▲	12.6/23	A	20/20
36		12.3/19	A	Married People
37	▲	12.2/23	N	Dear John
38		12.1/18	A	MacGyver
39		11.6/18	C	60 Min. War Diary Spec.
39	▼	11.6/19	N	Heat Of The Night
41		11.4/19	N	L.A. Law
42	▼	11.3/17	N	Movie: Morris Dees Story
43	▼	11.0/17	A	Movie: Last To Go
43	■	11.0/17	N	Seinfeld
45	▼	10.9/16	N	Blossom
45		10.9/18	A	Primetime Live
47	▼	10.8/17	C	Movie: Mary Gray
47	▲	10.8/19	N	Fanelli Boys
47		10.8/17	C	Guns Of Paradise
50		10.7/16	C	48 Hours
50		10.7/18	N	Hunter
52		10.6/16	A	Father Dowling
52	▼	10.6/15	C	Murder, She Wrote
54	▲	10.5/17	A	thirtysomething
55	▼	10.2/18	N	Amen
56	▼	10.0/17	A	Perfect Strangers
57	▼	9.8/15	N	Movie: Little White Lies
58		9.1/14	C	Top Cops
59	▲	8.9/16	C	Sons & Daughters
60	▼	8.7/15	A	Young Riders
61	▼	8.4/14	N	Dark Shadows
62		8.3/14	A	Equal Justice
63	▲	8.1/12	F	Babes
63	▼	8.1/12	F	In Living Color
65	▼	7.4/11	F	Married...With Children
66		7.3/13	C	Candid Camera Spec.
67		7.2/11	A	Gabriel's Fire
68		7.0/13	N	Midnight Caller
68		7.0/13	A	Tag Team
70		6.9/11	N	Figure Skating Champ.
71	▲	6.8/11	F	America's Most Wanted
72	▼	6.7/11	F	Cops 2
73	▼	6.6/10	F	Beverly Hills, 90210
74		6.3/9	F	Movie: License To Drive
75	▼	6.1/10	F	Cops
75		6.1/11	C	Uncle Buck
77		6.0/10	A	Under Cover
78	▼	5.8/8	F	Get A Life
78		5.8/10	C	Lenny
80		5.4/9	C	All-Madden Team
80	▼	5.4/10	F	Totally Hidden Video
82	▼	5.2/8	F	Parker Lewis
82		5.2/8	N	Real Life Spec.
84	▼	4.5/8	F	Comic Strip Live
84		4.5/7	N	News Sp.: Am. At War
86	▼	4.4/7	F	Good Grief
87	▼	4.3/7	F	Haywire
87	▼	4.3/7	F	True Colors
89	▼	3.6/6	F	Against The Law

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$525,000** □ **3**

FM's □ **$5,000** □ **2**

AM-FM's □ **$16,112,978** □ **6**

TV's □ **$2,300,000** □ **1**

Total □ **$18,942,978** □ **12**

Year to Date:

AM's □ **$3,775,000** □ **15**

FM's □ **$30,323,362** □ **26**

AM-FM's □ **$26,385,978** □ **19**

TV's □ **$66,085,000** □ **7**

Total □ **$126,569,340** □ **67**

For 1989 total see Feb. 5, 1990 Broadcasting.

KLOE(AM)-KKCI(FM) Goodland, Kan. □ Sold by Ross Beach to Robert E. Schmidt for $14,137,978. Price includes $4,137,978 cash at closing and a $10 million promissory note. Transfer includes KCOW(AM)-KAAQ(FM) Alliance and KOOQ(AM)-KELN(FM) North Platte, both Nebraska; KWBW(AM)-KHUT(FM) Hutchinson, KAYS(AM)-KHAZ(FM) Hays, and KHOK(FM) Great Bend, all Kansas, and KFEQ(AM) St. Joseph, Mo. Beach is transferring 60% of outstanding stock to KAYS Inc., headed by Schmidt. He owns 49.3% of KAYS, licensee of KAYS-KHAZ, KHOK, KKCI and KVOP(AM)-KATX(FM) Plainview, Tex. KAYS also owns cable TV systems in Hays, Goodland, Ellis, Wakeeney, Russell and Hoxie, all Kansas. Schmidt also owns 49.3% of KFEQ Inc., licensee of KFEQ (AM); 40% of KLOE Inc., licensee of KLOE(AM) and KCOW(AM)-KAAQ(FM); 50% of Valley Communications Inc., licensee of KOOQ(AM)-KELN(FM), and 49.3% voting stock of Beach Schmidt Inc. Station licensees are also headed by Norman W. Jeter and Kenneth R. Braun. KLOE has an adult contemporary format on 730 khz with 1 kw day and 50 w night. KKCI has a light rock format on 100.7 mhz with 100 kw and antenna 430 feet above average terrain.

KCIT-TV Amarillo, Tex. □ Sold by Ralph C. Wilson Industries to KCIT Acquisition Co. for $2.3 million cash at closing. **Seller** is headed by Ralph C. Wilson Jr., David N. Olsen, Jeffrey C. Littman and P. Jane Wright, and is licensee of WEVV(TV) Evansville, Ind., and is 75% shareholder of KICU-TV San Jose, Calif. **Buyer** is headed by F. Lanham Lyne Jr. (50%), Martha Steed Lyne Management Trust (25%), Peter D'Acosta (20%) and Charles R. Hart (5%). Lyne, D'Acosta and Hart have interests in BSP Broadcasting Inc., licensee of KJTL(TV) Wichita Falls, Tex., and is licensee or permittee of five translator LPTV's in Oklahoma and Texas. KCIT-TV is Fox affiliate on ch. 14 with 1,280 kw visual, 10 kw aural and antenna 1,521 feet above average terrain. *Broker: Kahl & Co. Inc.*

KVOR(AM)-KSPZ(FM) Colorado Springs □ Sold by Unistar Holdings Inc. to SPZ/VOR Inc. for $1.5 million cash in stock purchase agreement; 100% of stock will be transferred; price includes noncompete covenant. **Transferor** is headed by Carl T. Robinson and William C. Moyes. **Transferee** is headed by Robinson (50%), Moyes (50%) and Kenneth Weiland, and has no other broadcast interests. KVOR has newstalk format on 1300 khz with 5 kw day and 1 kw nigh. KSPZ has adult contemporary format on 92.9 mhz with 53 kw and antenna 2,130 feet above average terrain.

KGRE(AM) Greeley, Co. □ Sold by New Directions Media Inc. to Keith M. Ashton Sr. for $275,000 cash at closing. **Seller** is headed by Robert D. Zellmer and Marjorie M. Zellmer (80.5%) and Paul L. Coates, and is licensee of KKGZ(AM) Brush and KRDZ(AM)-KATR-FM Wray, both Colorado. Robert Zellmer is general partner of KKDD FM Broadcasters, licensee of KKDD(FM) Brush, Co. **Buyer,** Ashton, along with his wife Valerie Ashton jointly own minority stock interest in assignor and have no other broadcast interests. KGRE is fulltimer with country format on 1450 khz with 1 kw.

KKMX-AM-FM Hayden, Co. □ Sold by Radio Colorado to Gardiner Broadcast Partners Ltd. for $275,000. Price includes $190,000 cash at closing, $10,000 escrow deposit, $75,000 five-year promissory note at 10% and five-year noncompete covenant. Seller is headed by Dwight H. Gayer and has no other broadcast interests. Buyer is headed by Gardiner Broadcasting Corp., general partner (100%); Clifton H. Gardiner (75%); Rex R. Miller (15%), and Patrick J. O'Keefe (10%), and has no other broadcast interests. KKMX has CHR format on 1000 khz and 10 kw day. KKMX-FM has CHR format on 95.9 mhz with 63.1 w and antenna 602 feet above average terrain.

For other proposed and approved sales see "For the Record," page 47.

CLOSED!

The sale of **KRGE-AM/ KRIX-FM**, Brownsville, Texas from **Daytona Group of Texas, Inc.**, Norman S. Drubner, Principal to **Sunbelt Radio Group, Inc.**, Richard N. Lea, Principal for **$1,100,000.**

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FOR THE RECORD

As compiled by BROADCASTING from Jan. 24 through Jan. 30 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. ch.—channel. CH—critical hours. chg.—change. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. Freq.—frequency. HAAT—height above average terrain. H&V—horizontal and vertical. khz—kilohertz. kw—kilowatts. lic.—license. m—meters. mhz—megahertz. mi.—miles. MP—modification permit. mod.—modification. N—night. pet. for recon.—petition for reconsideration. PSA—presunrise service authority. pwr.—power. RC—remote control. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—or unl.—unlimited hours. vis.—visual. w—watts. * noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KVOR(AM)-KSPZ(FM) Colorado Springs, CO** (AM: BTC910115EQ; 1300 khz; 5 kw-D, 1 kw-N. FM: BTCH910115ER; 92.9 mhz; 53 kw; ant. 2,130 ft.)—Seeks transfer of control from Unistar Holdings Inc. to SPZ/VOR Inc. for $1.5 million in stock purchase agreement; 100% of stock will be transferred. Transferor is headed by Carl T. Robinson and William C. Moyes. Transferee is headed by Robinson (50%), Moyes (50%) and Kenneth Weiland, and has no other broadcast interests. Filed Jan. 15.

■ **KGRE(AM) Greeley, CO** (BAL910109EC; 1450 khz; 1 kw-U)—Seeks assignment of license from New Directions Media Inc. to Keith M. Ashton Sr. for $275,000. Seller is headed by Robert D. Zellmer and Marjorie M. Zellmer (80.5%) and Paul L. Coates, and is licensee of KKGZ(AM) Brush and KRDZ(AM)-KATR-FM Wray, both Colorado. Robert Zellmer is general partner of KKDD-FM Broadcasters, licensee of KKDD(FM) Brush, CO. Buyer, Ashton, along with Valerie Ashton jointly own minority stock interest in assignor, and have no other broadcast interests. Filed Jan. 9.

■ **KKMX-AM-FM Hayden, CO** (AM: BAL910115EM; 1000 khz; 10 kw-D. FM: BALH910115EN; 95.9 mhz; 63 kw; ant. 602 ft.)—Seeks assignment of license from Radio Colorado to Gardner Broadcast Partners Ltd. for $275,000. Seller is headed by Dwight H. Gayer and has no other broadcast interests. Buyer is headed by Gardner Broadcasting Corp., general partner (100%). Clifton H. Gardner (75%), Rex R. Miller (15%), and Patrick J. O'Keefe (10%), and has no other broadcast interests. Filed Jan. 15.

■ **KLOE(AM) and KKCI(FM) both Goodland, Kansas** (AM: BTC910115EA; 730 khz; 1 kw-D, 50 w-N. FM: BTCH910115EI; 100.7 mhz; 100 kw; ant. 430 ft.)—Seeks transfer of control from Ross Beach to Robert E. Schmidt for $14,137,978. Transfer includes KCOW(AM)-KAAQ(FM) Alliance and KOOQ(AM)-KELN(FM) North Platte, both Nebraska; KWBW(AM)-KHUT(FM) Hutchinson; KAYS(AM)-KHAZ(FM) both Hays and KHOK(FM) Great Bend, all Kansas, and KFEQ(AM) St. Joseph, MO (see below). Beach is transferring 60% of outstanding stock to KAYS Inc., headed by Schmidt. Station licensees are also headed by Norman W. Ietet and Kenneth R. Braun. Schmidt owns 49.3% of KAYS, licensee of KAYS(AM), KHAZ(FM), KHOK(FM) and KKCI(FM), and KVOP(AM)-KATX(FM) Plainview, TX. KAYS Inc. also owns cable TV systems in Hays, Goodland, Ellis, Wakeeney, Russell and Hoxie, all Kansas. Schmidt also owns 49.3% of KFEQ Inc., licensee of KFEQ(AM); 40% of KLOE Inc., licensee of KLOE(AM) and KCOW(AM)-KAAQ(FM); 50% of Valley Communications Inc., licensee of KOOQ(AM)-KELN(FM), and 49.3% voting stock of Beach Schmidt Inc. Filed Jan. 15.

■ **KHOK(FM) Great Bend, KS** (BTCH910115EH; 99.5 mhz; 100 kw; ant. 516 ft.)—Seeks transfer of control from Ross Beach to Robert E. Schmidt for $14,137,978 (see KLOE[AM] Goodland, KS, above). Filed Jan. 15.

■ **KAYS(AM)-KHAZ(FM) Hays, KS.** (AM: BTC910115EF; 1400 khz; 1 kw-U. FM: BTCH910115EG; 99.5 mhz; 100 kw; ant. 516 ft.)—Seeks transfer of control from Ross Beach to Robert E. Schmidt for $14,137,978 (see KLOE[AM] Goodland, KS, above). Filed Jan. 15.

■ **KJTH(FM) Hiawatha, KS** (BALED910110HI; 91.1 mhz; 398 w; ant. 134 ft.)—Seeks assignment of license from Hiawatha Educational Broadcasting Foundation to Joy Public Broadcasting Corp. for $5,000.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL [2]
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
■ Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
■ Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. ** Studio-transmitter links. Source: Nielsen and Broadcasting's own research.